OIPE
SEP 06 2006
PATENT & TRADEMARK OFFICE

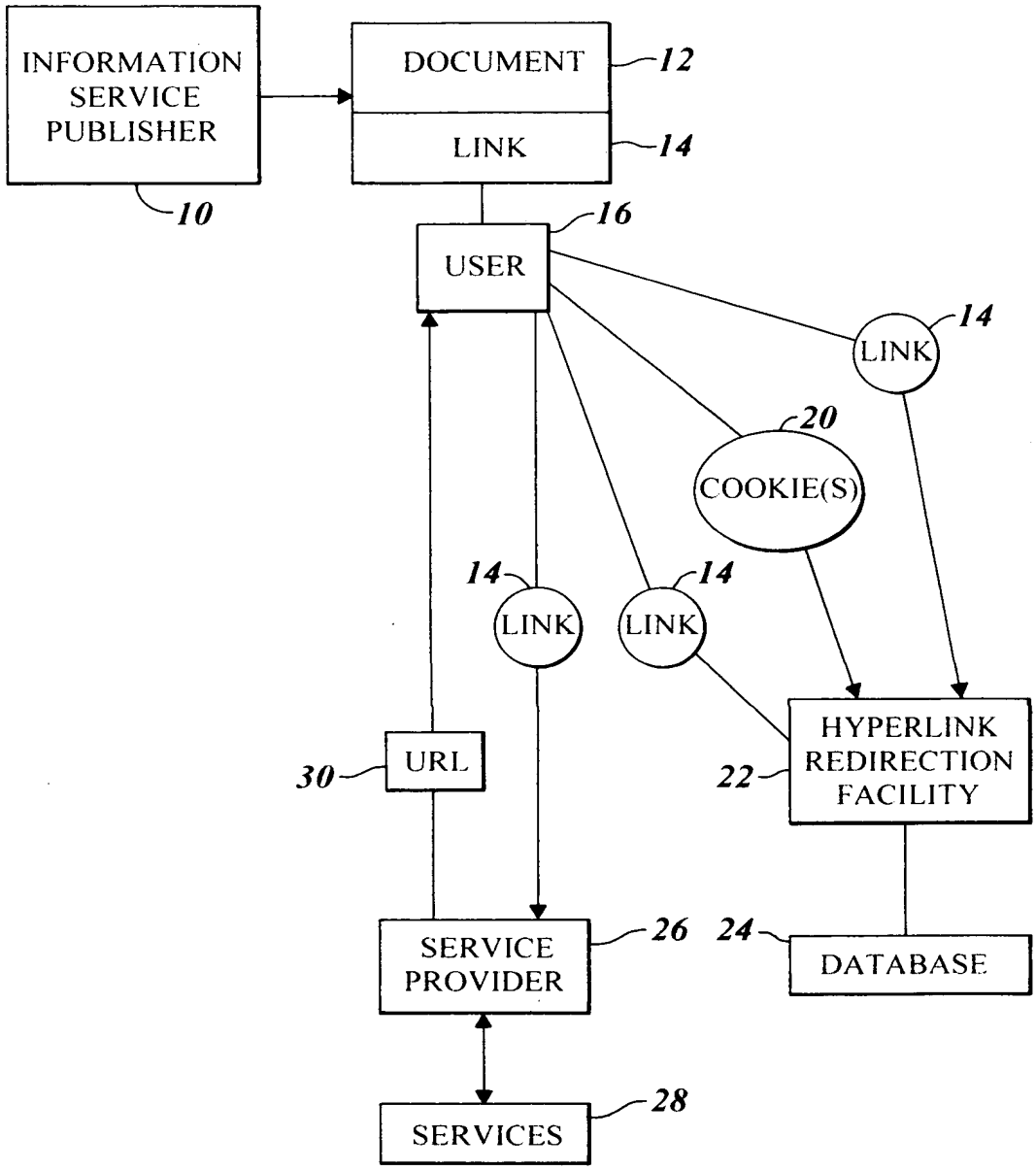

FIG. 1

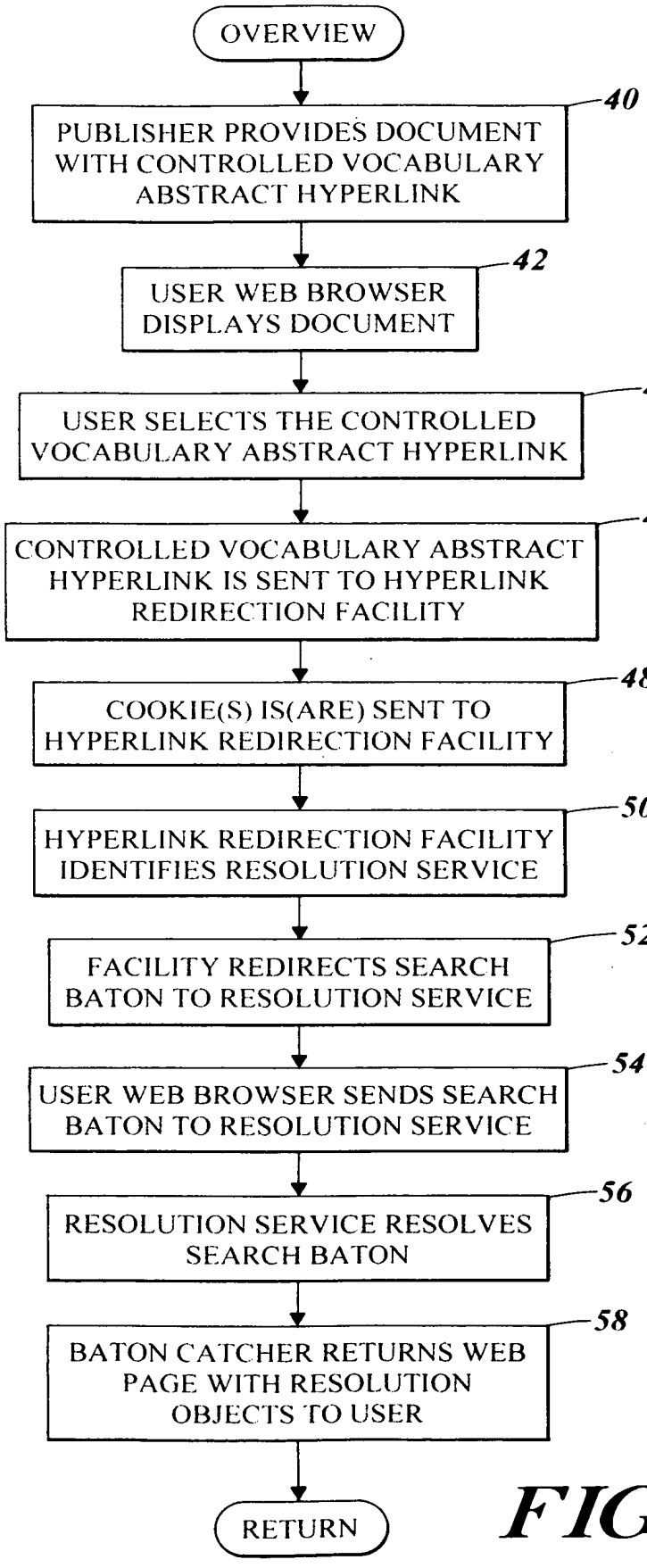
OVERVIEW
PUBLISHER PROVIDES DOCUMENT WITH CONTROLLED VOCABULARY ABSTRACT HYPERLINK
40
USER WEB BROWSER DISPLAYS DOCUMENT
42
USER SELECTS THE CONTROLLED VOCABULARY ABSTRACT HYPERLINK
44
CONTROLLED VOCABULARY ABSTRACT HYPERLINK IS SENT TO HYPERLINK REDIRECTION FACILITY
46
COOKIE(S) IS(ARE) SENT TO HYPERLINK REDIRECTION FACILITY
48
HYPERLINK REDIRECTION FACILITY IDENTIFIES RESOLUTION SERVICE
50
FACILITY REDIRECTS SEARCH BATON TO RESOLUTION SERVICE
52
USER WEB BROWSER SENDS SEARCH BATON TO RESOLUTION SERVICE
54
RESOLUTION SERVICE RESOLVES SEARCH BATON
56
BATON CATCHER RETURNS WEB PAGE WITH RESOLUTION OBJECTS TO USER
58
RETURN

FIG. 2

```
<html>
<read>
<title> Example Document </title>
</head>
<body>
Here is an example document with a
60~<a href="http://think.openly.com/servlet/Search Baton?Stock Symbol=
62~  rhat">RHAT </a>
</body>
</html>
```

FIG. 3

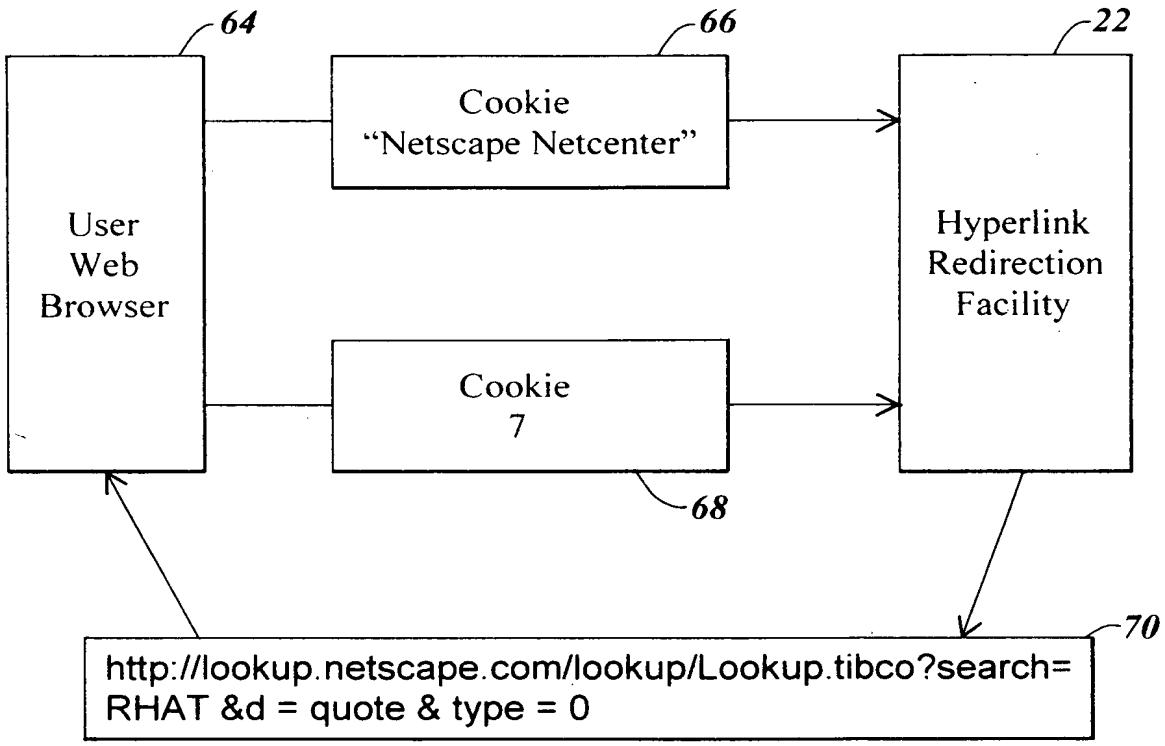
64
66
22
User
Web
Browser
Cookie
"Netscape Netcenter"
Cookie
7
68
Hyperlink
Redirection
Facility
70
http://lookup.netscape.com/lookup/Lookup.tibco?search=
RHAT &d = quote & type = 0

FIG. 4

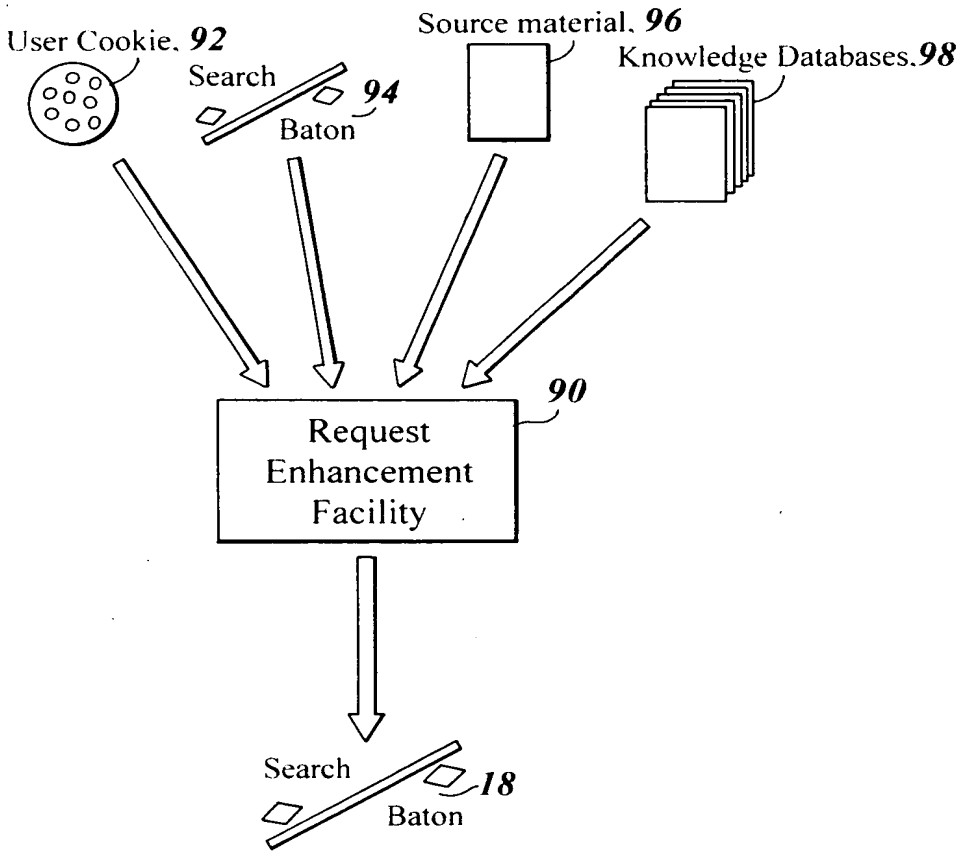
User Cookie. 92
Search
Baton
94
Source material. 96
Knowledge Databases. 98
Request
Enhancement
Facility
90
Search
Baton
18

FIG. 5

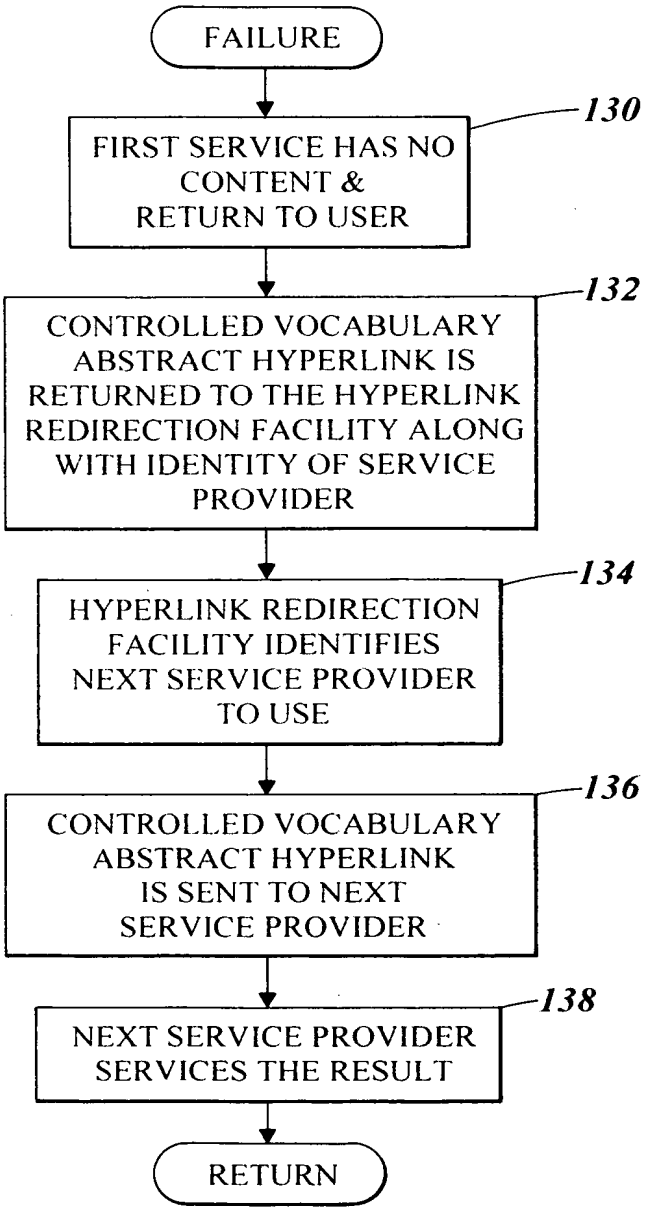
FAILURE
FIRST SERVICE HAS NO CONTENT & RETURN TO USER
130
CONTROLLED VOCABULARY ABSTRACT HYPERLINK IS RETURNED TO THE HYPERLINK REDIRECTION FACILITY ALONG WITH IDENTITY OF SERVICE PROVIDER
132
HYPERLINK REDIRECTION FACILITY IDENTIFIES NEXT SERVICE PROVIDER TO USE
134
CONTROLLED VOCABULARY ABSTRACT HYPERLINK IS SENT TO NEXT SERVICE PROVIDER
136
NEXT SERVICE PROVIDER SERVICES THE RESULT
138
RETURN

FIG. 6

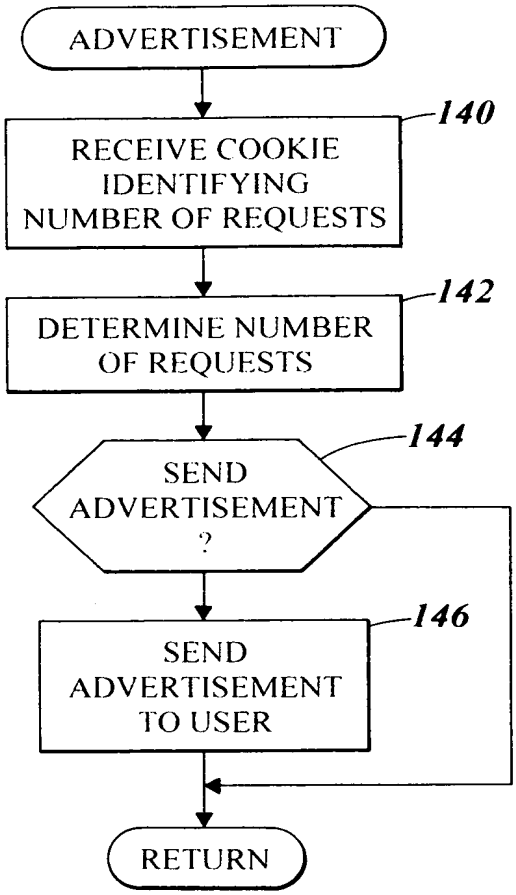
ADVERTISEMENT
140
RECEIVE COOKIE IDENTIFYING NUMBER OF REQUESTS
142
DETERMINE NUMBER OF REQUESTS
144
SEND ADVERTISEMENT ?
146
SEND ADVERTISEMENT TO USER
RETURN

FIG. 7